

**MISSOURI SUICIDE PREVENTION ADVISORY COMMITTEE (SPAC)**  
**Department of Mental Health**  
**1706 East Elm Street**  
**Jefferson City, Missouri**  
**January 14, 2009**

**Members Present:** Susan Calloway, Lynn Carter, Stan Edlavitch ,Heather Fabian, Guyla Gardner, Maureen Hennessey, Lesley Levin, Elizabeth Makulec, John Robbins, and Sheri Williams. Deb Cook, Ed Riedel

**Members Absent:** Mariann Atwell, Bill Heberle, Sheila Osborn, Donna Scott, and Senator Charlie Shields

**Staff Present:** Scott Perkins, Ginny Weil, Joellyn Becker, Elise Hammond, Rita McElhany, Liz Sale and Reneé Anderson

TOPIC/ISSUE	DISCUSSION	ACTION/PENDING Responsible Due Date
<b>CALL TO ORDER</b>	The meeting was called to order at 10:00 a.m.	
<b>MEETING MINUTES</b>	The minutes from the October 15, 2008 meeting were reviewed.	Minutes were approved
<b>Welcome New Staff Member</b>	Welcome Elise Hammond, Project Coordinator for Suicide Youth Grant	
<b>Update SPAC Member Contact List</b>	Please return your current contact information to Renee' Anderson.	Renee' will update and send a copy to Guyla Gardner and Elizabeth Makulec.
<b>Biannual Report Draft</b>	<p>We have created what we hope to be a four page front and back report. The Public Affairs office will be helping us with the formatting and presentation for a professional look. Scott has checked all the facts.</p> <ul style="list-style-type: none"> <li>• <b>Ask if possible to get a quote or statement from former Representative Johnson and Senator Shields.</b></li> <li>• <b>Add consumer/Survivor Statement</b></li> <li>• <b>Add acknowledgments of previous Committee Members</b></li> <li>• <b>Consider adding Spanish component for Suicide Prevention Lifeline</b></li> </ul>	<p>Susan Calloway will ask two survivors.</p> <p>Leslie Levin will fax information on Spanish.</p>

	<ul style="list-style-type: none"> <li>• <b>Make it a bridge for past and future information and activities</b></li> <li>• <b>Add a map for the area crisis intervention.</b></li> </ul>	Have Report done by March 09 meeting
<b>Subcommittee for finalization of SPAC Brochure</b>	<p>Elizabeth will work on finalizing the brochure for review by other committee members. This is very rough draft. Several ideas were given for potential changes.</p> <ul style="list-style-type: none"> <li>• <b>Take out former Governor Blunt's name</b></li> <li>• <b>Statute number is needed</b></li> <li>• <b>Put a small statement in Spanish</b></li> <li>• <b>Instead of accomplishments use the word goals</b></li> <li>• <b>Use quick facts and call to action on last panel</b></li> <li>• <b>Provide information on website for the SPAC Plan</b></li> <li>• <b>Put annual goals</b></li> <li>• <b>Update credentials on Members</b></li> <li>• <b>Request a mini-award to help with cost of distribution, etc.</b></li> <li>• <b>Add a month and year</b></li> </ul>	<p>Maureen Hennessey, Ed Riedel, Elizabeth Makulec, and Sheri Williams</p> <p>Subcommittee for Biannual report can also review, if needed.</p> <p>Send comments to Guyla to forward on draft.</p> <p>Lesley will check on Spanish resources.</p> <p>Renee' will send updated contact list to Elizabeth</p>
<b>Lesley's Letter to the editor</b>	Acknowledgement of a great job. May want to put this article in for the Media Award.	
<b>Media Awards</b>	<p>We want to recognize the individuals who have written/published an article suicide, which has followed the established media guidelines. Any form of media will be acceptable. We need to let the media know that this award exists so it would be less work for the committee to search for such articles. Procedures and guidelines need to be developed by the committee to determine what selection processes are to be used. Debra Walker could help us with this project. Look at places to give out the award, we could partner with other groups for the award (maybe the Champions Dinner next year). Send media guidelines along with our solicitation. We could give the award during Suicide Prevention week and tie in with the Governor's Proclamation.</p> <ul style="list-style-type: none"> <li>• <b>Outline qualifiers</b></li> <li>• <b>Outline procedures</b></li> <li>• <b>Press release</b></li> <li>• <b>Incorporate as we develop new resources to get this message out to everyone.</b></li> </ul>	<p><b>Subcommittee for Media Award</b> Rita McElhany, John Robbins, Susan Callaway</p> <p>Guyla and Renee' will help if needed.</p>

<b>Suicide Prevention Data Resources</b>	If you're aware of prevention activities in your area, let others know. If you hear about something, let Scott Perkins know and he will pass it on.	
<b>Speaker Roster</b>	Discussion was held if SPAC should develop a list speakers or presenters for events, when such requests are made. It was decided that it would be a large task for the committee to develop and maintain given our limited resources. Scott Perkins agreed he could take the lead in this area, as he has done so in the past. Scott could send such requests to the Resource Centers. SPAC committee will support Scott on this and act as advisors. Consideration might be given for some sort of screening on potential speakers and this list might then be available on the website.	
<b>Capstone Project</b>	<p>SPAC will ask the students in the Strategic Campaign class for a public awareness/social marketing strategy.</p> <ul style="list-style-type: none"> <li>• Include how to get SPAC's message out to journalists so they can be more responsible in their reporting?</li> <li>• Who will this toolkit be designed for and does SPAC need to partner with other groups in the creation of this tool?</li> <li>• Develop information packages for different agencies on how to get the message out, if for some reason we go away, we can leave a legacy.</li> <li>• Asked them for public awareness strategy for social marketing.</li> <li>• Develop a marketing campaign.</li> <li>• Concerns were raised about the possible increase in suicide because of the economy and how the toolkit or project could help answer questions.</li> <li>• We need to make sure of the sustainability of the product. It needs a good foundation.</li> <li>• We need to consider and invest in the "soft information" structure, especially for women and children</li> </ul> <p>Suggestions from Rita McElhany:</p> <ul style="list-style-type: none"> <li>• Have your plan in place before your first meeting with the students.</li> <li>• Figure your priorities to get the best result.</li> <li>• Make sure you get contact information from the students. You might need to contact them after graduation.</li> <li>• They don't do well with too many point persons.</li> <li>• Be sure to have them provide any pass codes for this project.</li> </ul>	<p><b>Subcommittee for Capstone</b>  Heather Fabian,  Sherri Williams, Stan  Edlavitch, Scott  Perkins</p>

<b>Champions Award Banquet</b>	The Director's Creativity Showcase Exhibit is a part of the Mental Health Champions Banquet. There has been a date change; it is April 1, 2009. You can buy individual donations or a table sponsorship (up to 10 per table) or you can make a donation to the Mental Health Foundation. The Foundation's goal is to increase public awareness about mental illness. You can go to the website <a href="http://www.dmh.mo.gov">www.dmh.mo.gov</a> to get to more information. The lasting Legacy Awards will be given to Governor Warren E. Hearnes, Mrs. Betty C. Hearnes, and Dr. Elmer C. Jackson.	<b>Address questions to Rita or Joellyn</b>
<b>Meeting Change</b>	We have one change for the meeting dates for 2009, we have changed the September 29, 2009 meeting to September 22, 2009 and we have added November 5, 2009. The November meeting will be held only if we need it. If we do not need it we can cancel it. We have the option for video backup for Kansas City and St. Louis areas. These are public meetings so we added time at the end of the day for anyone who would like ask questions, request advice or make comments.	
<b>E-mails</b>	No e-mails, except for the information on speakers and PAX. If the office receives anything, it will be presented it to the committee for review or a committee member will be contacted for advice.	
<b>Guiding Principles</b>	<p>Monica Hoy (Department's Legislative contact person and is an Assistant to the Director) has requested that we have by-laws or guiding principles which will help formalize the Committee. We could have by-laws but they are rigid and we would have to create them. Ms. Hoy recommended we use guiding principles, which are an overall philosophy which directs our goals, actions, and policies. It is important that we have this in place and on the website. It would also be important to have Conflict of Interest statement.</p> <p>Discussion was held as to how these guiding principles represent our directives given to us when the committee was established by statute, and does it clearly state what the committee's purpose and functions are. The principles were reviewed and checked for clarity and duplication. Suggestions were made for clarification and accuracy. To ensure adherence to the guiding principles, we need to do the following:</p> <ul style="list-style-type: none"> <li>• Integrate material that reflects our Matrix.</li> <li>• At least once during the year, the committee should address or touch upon each item in the guiding principles as demonstrated by our agenda.</li> <li>• Once a year, we need to state the committee's recommendations for the General Assembly and state agencies in the areas of suicide prevention.</li> </ul>	<p><b>Guiding Principles were approved with changes</b></p> <p><b>Renee' &amp; others should make sure each item is visited during the year.</b></p>

<p><b>Safe Schools Subcommittee</b></p> <p><b>Homeland Security Advisory Council</b></p>	<p>They are looking for information about the SPAC community and would like to work collaborate with us to develop policies for safe schools. Guyla will go to January 21, 2009 meeting (Safe Schools) with DMH representative Jenny Wiley to give a brief presentation. Jenny Wiley works closely with Russ Thompson (Safe Schools) with Mental Health First Aid (MHFA) training for disaster training in schools. MHFA is a collaborative project with the State of Maryland, the developer Betty Kitchener from Australia and the National Council on Behavioral Health Care. Training will be held five days before the National Council Conference, April 1st through April 5th. Missouri and Maryland have partnered partly because Missouri is a rural model and Maryland is an urban model. We also will work with the committee to develop guiding principles on evidence based practices. It would be helpful to have point persons from the committee to be the contacts for certain issues and help review policies. The Center for Safe Schools has a violence prevention curriculum and frame work that has been developed for schools. The curriculum does not specifically address one item; they look at character education/development and other issues.</p>	<p><b>Lesley may get selected for the training and if so will bring back information.</b></p> <p>Invite someone from the Homeland Security – Safe Schools to present.</p>
<p><b>Higher Education Subcommittee – Homeland Security Advisory Council (HES/HSAC)</b></p>	<p>Lynn Carter also serves on this Subcommittee. Lynn Carter and Guyla will be at the February 4, 2009 meeting to present. This collaboration will be great for developing school policies towards preventing violence and suicide. Collaboration will be good to help higher education programs, such as the nursing program, the counseling program, teachers and others who might have contact with individuals with suicidal ideation. She introduced Angelette Prichett, Research Associate at the Department of Higher Education. Together, they provided a presentation the on HES/HSAC. The incident at Virginia Tech raised security issues at institutes for higher education. Mental health and violence are some of the subjects being addressed. Governor Blunt created the Campus Security Task Force to make recommendations on how to make Missouri’s campuses safer and prepared to deal with any threats or situations of violence. HES/HSAC would like to collaborate with SPAC on:</p> <ul style="list-style-type: none"> <li>• Policy statements with SPAC as a natural partner</li> <li>• Funding and resource development</li> <li>• Co-sponsorship of training</li> </ul> <p>Discussion followed and based upon the Committee’s suggestions and recommendations, Lynn will present the following information to the HES/HSAC committee:</p> <ul style="list-style-type: none"> <li>• Always be attentive to cultural competency issues</li> <li>• Stigma often surrounds mental health issues particularly suicide attempts on campus</li> <li>• Americans with Disability Act is something we should review through legal analyses when we were looking at confidentiality provisions</li> <li>• Facebook and other internet tools can be means by which outreach programs can expand. If someone on Facebook talks about suicide, Facebook will contact the</li> </ul>	<p><b>The Higher Education Conference is July 29th and 30th</b></p> <p><b>February 4th 2009 is MSBA Meeting on School Safety</b></p>

<p><b>Angelette Prichett</b></p>	<p>National Suicide Prevention Lifeline and they then will contact the local crises center.</p> <ul style="list-style-type: none"> <li>• All programs on campus need to partner with their local media resources</li> <li>• Barriers and access to mental health services need to be examined and addressed.</li> </ul> <p>Ms. Prichett reported that the Campus Safety and Security Website is <a href="http://campussecurity.missouri.org">http://campussecurity.missouri.org</a> and if any comments are submitted she will receive them. HES/HSAC is including a greater student voice on the committee. It will take three students to sit on the committee and the rest of the students will form an advisory council. If you know of any students that want to participate have them contact <a href="mailto:Angelette.prichett@dhe.mo.gov">Angelette.prichett@dhe.mo.gov</a> or call 573-751-5221.</p> <p>Susan Calloway indicated that the best practices for prevention of suicide at schools can be located at the Jed Foundation website.</p>	<p><b>Susan will send links to Lynn</b></p>
<p><b>Develop guidelines for presentations</b></p>	<p>We may need to develop guidelines for presentations by SPAC committee members for providing consistent key messages and points. Guyla is working on a power point and Scott has also provided presentations.</p>	

<p><b>Scott Perkins Report</b></p>	<ol style="list-style-type: none"> <li>1. We will be accepting proposals for the mini-awards until end of January. The link is on our website. We have received one mini-award proposal but expect to receive more. Last year we got about fifty.</li> <li>2. We have received approval for the carryover money from the last grant from DMH. It will take longer to get final approval from SAMHSA.</li> <li>3. If it doesn't work out for SPAC to get a mini-award, we do have some money in the grant for education and awareness which we could use on the Capstone project.</li> <li>4. The IFB (invitation for bid) will be going out this week and will be online. Groups will have until February 11, 2009 to submit a bid. The main focus should be on training. There is less money but there are more sites (14) with fewer counties per site. Hopefully, this will lead to more training across the state. The last grant the resource centers used on average of \$28,000.00. We kept it under \$25,000.00 and we did we do not have to go through Office of Administration. We fashioned the new map after the Administrative Agent Region map through the Division of Comprehensive Psychiatric Services (CPS) since we are funded through CPS and it is also aligns with Access to Crisis Intervention (ACI) resources. It is a three year grant and the contracts are available through an annual renewal process. The last three years there have been over 23,000.00 people trained. SAMHSA reported that Missouri was one of the top states as far as how many people are trained in suicide prevention.</li> <li>5. We used some of the carryover money from last year to put up billboards in thirteen counties around the state targeting youth, if we get additional funding in the future we will try to put more signs in more areas. We chose the counties using the MICA data. We will also work with the evaluators and the people from Lifeline to try and see how effective they are.</li> <li>6. The town hall meetings have not been scheduled yet. We had to cut out a lot of travel from the budget; but we are hoping that SPAC members can attend town hall meetings in their area.</li> <li>7. Received e-mails from PAX, a group that is trying to set up the ASK campaign. This campaign is designed for children who stay at somebody's house. The homeowner should be asked if they have guns in the house. PAX asked SPAC to partner with them. Discussion followed. Three effective ways to prevent suicide (1) means restrictions, removing the gun from the home or having it in a locked place (2) small packaging of Tylenol to prevent overdose (3) educating primary care providers on assessing for suicide. Look at trying to find a sponsor in the legislation or just press releases. Missouri could be a leader in something like this. Scott mentioned he had heard there might be new funding for the National Violent Death Reporting System, and if that happens we should make sure the state applies for it.</li> </ol>	<p><b>Put on agenda for next meeting. Susan get best practice on the three ways to prevent suicide</b></p> <p><b>Training would be opportunity for a Mini-Award</b></p>
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<p><b>Public Forum</b></p> <p><b>Other Points</b></p>	<p>8. We will be planning the Suicide Prevention Conference. DMH will not be doing the Spring Training Institute this year because of budget constraints. The suicide prevention conference is will be needed without the Spring Training Institute.</p> <p>9. Elise Hammond is Scott's new Project Coordinator. She will be doing the mini-awards and helping with the Resource Centers. If anyone is aware of any Conference we might be able to attend please let Scott know. Now that we have more staff, he hopes to be able to attend more of conferences to increase public awareness.</p> <p>No comments were made.</p> <p>At this meeting, no new information was reported regarding the Office of Transformation.</p> <p>No teleconference meetings are planned except for some of the sub-committees.</p> <p>Meeting was adjourned.</p>	<p><b>Scott will e-mail data from Liz Sales and we will add time for her at the next meeting for presentation</b></p>
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